

# Speech Controlled Access To Content On A Presentation Medium

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## ABSTRACT

One embodiment of the invention provides television viewers with an intuitive and  
10 easy-to-use way to find the programs they want and to control their television  
viewing experience. In a further embodiment, a speech control interface, in  
combination with a variety of search functions, is provided such that television  
viewers have an intuitive and easy-to-use way to find the programs and information  
they want. The invention also provides the use of personalization as a way to filter  
15 and deliver relevant content and services to users based upon individual  
preferences. Another aspect of the invention provides a hierarchical user interface  
for speech-controlled, interactive applications, that gives television viewers an  
intuitive and easy-to-use way to find the programs they want and to control their  
television viewing experience. The invention also provides a method and apparatus  
20 where the channel lineup in a television service is dynamic and changeable, *i.e.* the  
list of available channels can be modified, in real time, to suit the preferences and  
usage of a particular subscriber. Further, the invention provides a method and  
apparatus that addresses the use of speaker, group, language, or emotional state  
identification systems to target advertising, to users who are or are not enrolled in a  
25 speaker ID system.